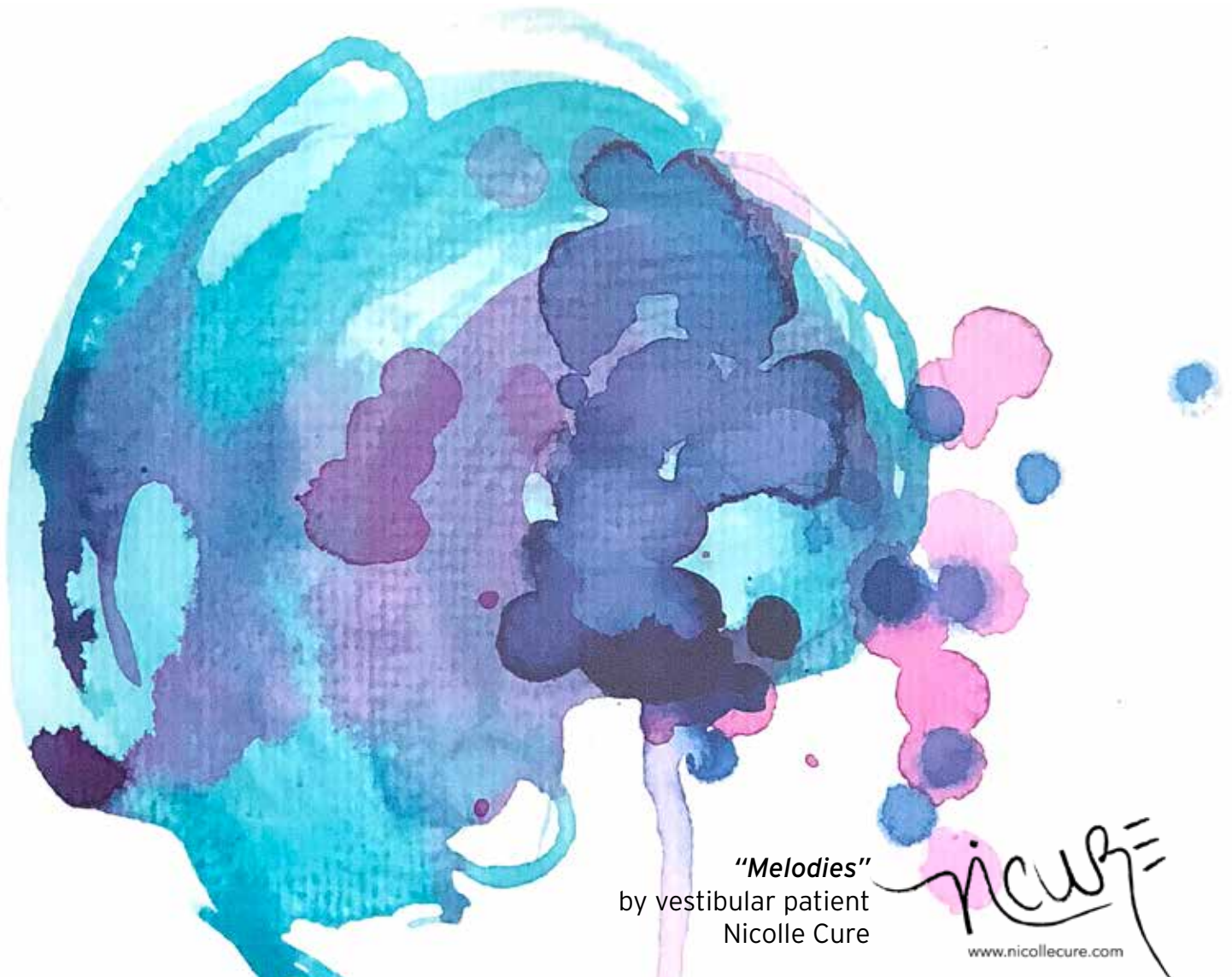


# VEDA

LIFE REBALANCED



*"Melodies"*  
by vestibular patient  
Nicolle Cure

*nicollecure*  
[www.nicollecure.com](http://www.nicollecure.com)

**SPONSORSHIP PACKET**



# ANNUAL SPONSORSHIP

The Vestibular Disorders Association (VeDA) invites you to join us in 2019 - our 36th year of raising awareness about vestibular disorders and growing our community of vestibular advocates. Building a strong partnership with you is important to us. Becoming a VeDA sponsor will build brand awareness and put your organization's values to practice in supporting vestibular patients and healthcare providers. As a sponsor, you will receive recognition for twelve (12) months starting at the date you complete your Pledge of Sponsorship.

Every day, 69 million vestibular patients struggle to regain a life rebalanced. Dreams are left behind as tasks that were once simple become overwhelming. People may know what it feels like to lose their balance momentarily, but they cannot understand what it is like for vestibular patients to struggle with dizziness and imbalance 24/7. By working together, we can advance the funding, research, and policymaking needed to positively impact the lives of millions living life without balance.

You can see a complete list of the many benefits you will receive as a VeDA sponsor in this packet. We are happy to tailor your plan to meet your organization's communication goals.

Thank you for your time and consideration in reviewing this packet. I truly appreciate your work on behalf of the vestibular community and look forward to talking with you soon.

Sincerely,



Michelle Eyres, Development Manager  
5018 NE 15th Ave Portland, OR 97211  
503.294.9085; FAX: 503.229.8064  
EMAIL: michelle.eyres@vestibular.org

## MEET OUR AMBASSADORS



Alicia Wolf



Lynn Johnson



Diane Montances

*VeDA Ambassadors raise awareness about vestibular disorders through their social networks and local communities.*



# BECOME A SPONSOR

## 2018 SPONSORS



“Micromedical has worked together with VeDA for over 19 years to preserve and improve balance, and we are proud to be a BAW sponsor.”

-Diane Miles  
Micromedical

## OPPORTUNITY:

Your partnership with VeDA helps you build brand awareness and put your organization’s philanthropic values into practice. VeDA is highly regarded in the vestibular community for its medically validated information and leadership in advocacy. By joining VeDA as a sponsor, you are showing your support for the entire vestibular community.

## TARGET AUDIENCE:

Connects with people who suffer from dizziness and imbalance, their friends and families, and professionals and leaders in the vestibular community. VeDA’s event reach:

- Vestibular patients and their social networks
- Professionals in the fields of: Otology, Neurotology, Neurology, Physical Therapy, Audiology, Vision and more.
- Patients with the co-occurring conditions, such as hearing loss, tinnitus, memory issues, and more.
- Military veterans, as well as active service-members
- Athletes and sports therapists
- Government legislators
- And more!

## COMMUNICATIONS:

The focus of VeDA’s marketing strategy is on engaging our community around support for each other, and for raising awareness among the general public. We regularly share updates with our community through social media posts, on vestibular.org, and in our newsletter (*On the Level*) and monthly e-newsletters (*V-News* and *V-News Pro*).

## KEY IMPRESSIONS:

Website: Over 150,000 unique views every month.  
Facebook: 25,000 likes and growing.  
E-Newsletter Subscribers: > 9,000 people.  
Membership: Over 3,200 members.

# SPONSORSHIP LEVELS AND BENEFITS

BENEFIT	PRESENTING \$12,000	PLATINUM \$6,000	GOLD \$3,000	SILVER \$1,500
Brand Recognition through event collateral	BAW & S2B Save-the-Date	Fiona Flamingo Photo Contest		
Featured Article	Newsletter & website	Website		
E-blast Banner	2 V-News 2 V-News Pro	1 V-News 1 V-News Pro	V-News or V-News Pro	
Logo placement on poster (BAW & S2B)	Premium Placement	Preferred Placement	Prominent Placement	Logo Placement
Logo placement on website (BAW & S2B pages)	With Link	With Link	Without Link	Name Only
Logo placement in <i>On the Level</i>	x4	x3	x3	x1
Sponsored Facebook Post	x5	x4	x3	x2
Website banner (choice of page)	12 months	6 months	3 months	1 month
Complementary VeDA Memberships	x10	x5	x3	x2
Press Release announcing your sponsorship				
LinkedIn post announcing sponsorship	at time of payment	at time of payment	at time of payment	at time of payment



# SPONSORSHIP LEVELS AND BENEFITS

## PRESENTING--\$12,000

- Premium Logo placement on BAW poster
- Logo with link on BAW & S2B pages for 12 months
- Recognition in VeDA's quarterly newsletter, *On the Level* – x4 issues
- Featured article in *On the Level* and on website
- Logo placement on BAW Save-the-date postcard
- Logo placement on S2B Save-the-date postcard
- Facebook mentions x5 (will tag your Facebook page, if available)
- VeDA membership, Community of Support or Professional, x10
- V-News and V-News Pro banner with link, 2/each
- Press release by VeDA announcing Company sponsorship
- Website banner sponsor, 12 months–choice of page

## PLATINUM--\$6,000

- Preferred Logo placement on BAW poster
- Logo with link on BAW & S2B pages for 12 months
- Recognition in VeDA's quarterly newsletter, *On the Level* – x3 issues
- Fiona Flamingo Photo Contest sponsor
- Featured article on website
- Facebook mentions, x4 (will tag your Facebook page, if available)
- VeDA membership, Community of Support or Professional, x5
- V-News and V-News Pro banner with link, 1/each
- Press release by VeDA announcing Company sponsorship
- Website banner sponsor– 6 months, choice of page

**“I READ ALL THE VEDA NEWSLETTERS COVER TO COVER. I EVEN KEEP AND RE-READ THEM. THE WORK YOU DO IS SO IMPORTANT. THANK YOU!”**

**- NANCY B.**



# SPONSORSHIP LEVELS AND BENEFITS

## GOLD—\$3,000

- Prominent Logo placement on BAW poster
- Logo with link on BAW & S2B pages for 12 months
- **O**Recognition in VeDA's quarterly newsletter, ***On the Level*** – x2 issues
- Facebook mentions, x3 (will tag your Facebook page, if available)
- VeDA membership, Community of Support or Professional, x3
- V-News or V-News Pro banner with link
- Press release from VeDA announcing Company sponsorship
- Website banner sponsor – 3 months choice of page

## SILVER--\$1,500

- Logo placement on BAW poster
- Logo with link on BAW & S2B pages for 12 months
- Recognition in VeDA's quarterly newsletter, ***On the Level*** – x1 issue
- Facebook mentions, x2 (will tag your Facebook page, if available)
- VeDA membership, Community of Support or Professional, x2
- Press release by VeDA announcing Company sponsorship
- Website banner sponsor – 1 month choice of page

## GIFT IN-KIND

*Sample benefits; actual benefits based on gift level.*

- Logo placement on BAW poster
- Logo with link on BAW page for 12 months
- Recognition in VeDA's quarterly newsletter, ***On the Level*** – x1 issue
- Facebook mentions, x1 (will tag your Facebook page, if available)
- VeDA membership, Community of Support or Professional, x1
- Press release by VeDA announcing Company sponsorship

**"I RECENTLY USED  
THE VEDA WEBSITE TO  
EDUCATE MY FAMILY  
AND MY INTERNIST. I AM  
SO GRATEFUL FOR THIS  
RESOURCE!"**

**- TAMAR S.**



# 2019 SPONSORSHIP PLEDGE FORM

Company Name \_\_\_\_\_

Sponsorship Level  Presenting (\$12,000)  Platinum (\$6,000)  Gold (\$3,000)  
 Silver (\$1,500)

Company Address (correspondence)

Company Address (billing)

Street Address \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

City \_\_\_\_\_

ST \_\_\_\_\_ ZIP \_\_\_\_\_

ST \_\_\_\_\_ ZIP \_\_\_\_\_

Website URL: \_\_\_\_\_

Facebook URL: \_\_\_\_\_

Primary Contact information:

Contact for graphics:

Name \_\_\_\_\_

Name \_\_\_\_\_

Work number \_\_\_\_\_

Work number \_\_\_\_\_

Cell number \_\_\_\_\_

Cell number \_\_\_\_\_

E-mail \_\_\_\_\_

E-mail \_\_\_\_\_

I would like to donate an in-kind gift (acknowledgement based on value of the gift).

Gift: \_\_\_\_\_

Value: \$ \_\_\_\_\_

Please indicate your preferred method of payment:

Check enclosed

Please invoice

Credit Card \_\_\_\_\_ Exp \_\_\_\_\_ CCV \_\_\_\_\_ Billing ZIP \_\_\_\_\_

VeDA - 5018 NE 15th Ave - Portland, OR 97211

Contact - Tel: 503.294.9085 - FAX: 503.229.8064 - Email: [development@vestibular.org](mailto:development@vestibular.org)